

NAON 2018 – The Joint Connection

Application & Contract for Exhibit Space

Congress Dates: May 19-22, 2018 • Exhibit Dates: May 19-21, 2018

Albuquerque Convention Center • Albuquerque, New Mexico



COMPANY INFORMATION

Primary contact for coordinating participation

COMPANY NAME

CONTACT NAME

STREET ADDRESS

CITY STATE ZIP

PHONE EXT

EMAIL

WEBSITE

PAYMENT INFORMATION

NAON Tax ID Number: 22-2308575

Payment due in full with applications.

Mail check separately to:

**National Association of Orthopaedic Nurses Sales
8281 Solutions Center
Chicago, IL 60677-8002**

Check/Check Number:

Make check payable to NAON in U.S. Funds. Include copy of application or invoice.

Credit Card – American Express, Mastercard, Visa
(Please do not provide credit card information on this contract)
Upon receipt of this contract, NAON will email an invoice with credit card processing information.

Total due: \$ _____

EXHIBIT SPACE INFORMATION

Tier 1 Exhibitor Package: \$9,000
First Choice: _____

Second Choice: _____

Tier 2 Exhibitor Package: \$6,500
First Choice: _____

Second Choice: _____

Tier 3 Exhibitor Package: \$5,000
First Choice: _____

Second Choice: _____

Tier 4 Exhibitor Package: \$2,500
First Choice: _____

Second Choice: _____

ADD ONS

Anything else you'd like to add:

NOTE – PLEASE READ AND SIGN

The Contract Conditions/Rules & Regulations are part of the NAON Congress Application & Contract for Exhibit Space and should be read carefully before signing the application & Contract. Please forward the Contract Conditions/Rules & Regulations to the person(s) in charge of your exhibit space at NAON's 38th Annual Congress.

Upon signing the Application & Contract, the exhibitor and/or partner acknowledges that they have read, understand and will abide by the Contract Conditions/Rules & Regulations for NAON's 38th Annual Congress.

NAME (PRINT) _____

SIGNATURE _____

DATE _____

QUESTIONS?

Sarah Appleton
Director of Sales | 312.673.4920
sappleton@orthonurse.org

TIER 1	TIER 2	TIER 3	TIER 4
\$9,000	\$6,500	\$5,000	\$2,500
<i>Exhibit Space</i>			
10' x 20' carpeted space with 8' high back drape and 3' high dividers	10' x 10' carpeted space with 8' high back drape and 3' high dividers	10' x 20' carpeted space with 8' high back drape and 3' high dividers	10' x 10' carpeted space with 8' high back drape and 3' high dividers
Two (2) 6' x 30" skirted tables	One (1) 6' x 30" skirted table	Daily cleaning of space	Daily cleaning of space
Four (4) chairs	Two (2) chairs		
One (1) wastebasket	One (1) wastebasket		
Daily cleaning of space	Daily cleaning of space		
One (1) USB lead retrieval device	One (1) USB lead retrieval device		
<i>Traffic Drivers</i>			
One (1) Giveaway Item	One (1) Giveaway Item		
Passport to Prizes	Passport to Prizes		
<i>Onsite Visibility</i>			
Exhibitor listing and description in Annual Congress Program	Exhibitor listing and description in Annual Congress Program	Exhibitor listing and description in Annual Congress Program	Exhibitor listing and description in Annual Congress Program
Eight (8) Joint Connection only registrations	Four (4) Joint Connection only registrations	Four (4) Joint Connection only registrations	Two (2) Joint Connection only registrations
Two (2) Full Conference Registrations	One (1) Full Conference Registration		
15-minute speaking opportunity	15-minute speaking opportunity		
One (1) Push Notification in Mobile App	One (1) Push Notification in Mobile App		

TIER 1	TIER 2	TIER 3	TIER 4
\$9,000	\$6,500	\$5,000	\$2,500
Networking			
Invitation to Annual Congress Party	Invitation to Annual Congress Party	Invitation to Annual Congress Party	Invitation to Annual Congress Party
One (1) Chapter Lunch Invitation	One (1) Chapter Lunch Invitation		
1:1 Meeting with NAON Attendee	1:1 Meeting with NAON Attendee		
Pre and Post Show			
Company name, logo and link to website on NAON website	Company name, logo and link to website on NAON website	Company name and link to website on NAON website	Company name and link to website on NAON website
One pre- and post-event attendee list (opt-in mailing and e-mail addresses)	One pre- and post-event attendee list (opt-in mailing and e-mail addresses)		
Membership mailing list	Membership mailing list		
Promote (1) product webinar on NAON website and via e-mail	Promote (1) product webinar on NAON website and via e-mail		
Dedicated e-blast to membership	Dedicated e-blast to membership		
Two (2) 2018 NAON Memberships	Two (2) 2018 NAON Memberships		

First-come, first-served: opportunities are limited (benefits will be fulfilled based on contract received date). Exhibitors have until **December 31, 2018 to take advantage of year-round benefits.*

Add On Options:

- Attendee List: \$1,000
- E-blast to Membership: \$1,500 per e-mail
- Giveaway Item: \$500
- One (1) USB Lead Retrieval Device: \$350
- Passport to Prizes: \$500
- Speaking Opportunity (15 minutes): \$1,500

Contract Conditions/Rules & Regulations

1. ASSIGNMENT OF SPACE

The National Association of Orthopaedic Nurses (hereinafter "NAON") may at its discretion accept or reject any Application & Contract for Exhibit Space and reserves the right to relocate or reassign exhibit space at any time. Application & Contracts received will be assigned on a first-come, first-served basis.

The primary consideration in the assignment of space to exhibitors shall be in the best interest of NAON. Space determinations are also contingent upon a receipt of Application & Contract; the size of exhibit space requested; physical layout and characteristics of The Joint Connection; and compatibility of exhibitors.

All applications for space must be filed on the Application & Contract. Please keep a copy for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by NAON Show Management at its discretion.

2. PAYMENT, CANCELATIONS & REFUNDS

Prices of exhibit space are indicated on the Application & Contract. Contracts submitted on or before December 1, 2017, must be accompanied by payment in the amount of 50% of the total space rental charge to secure exhibit space. Contracts submitted after December 1, 2017 must be accompanied by payment in full. Make all checks payable to NAON. Tax ID Number 22-2308575.

All cancellations must be made in writing and emailed to the NAON Tradeshow Manager at exhibit@orthonurse.org. A charge of 50% of the space rental will be made on all cancellations made any time up to or on December 1, 2017, and must be received by this date. A 100% cancellation fee applies after this date.

If for any reason beyond NAON's control, the 38th Annual Congress must be canceled, shortened, delayed or otherwise altered or changed, exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of NAON, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to NAON for space, as well as other costs and expenses it has incurred, including travel to Congress, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by NAON to be an exhibitor at the 38th Annual Congress, agrees to indemnify, defend and hold harmless NAON, its directors, officers, employees, agents of the service contractors, management of The Joint Connection (hereinafter "Show Management"), from any and all losses, which exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused while or in part by any reason outside NAON's control.

3. SUBLETTING OF EXHIBIT SPACE & CARE OF BUILDING

Exhibitors are prohibited from assigning or subletting any part of the space allotted to them. Exhibitors may not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their own products, or those of their subsidiaries.

4. EXHIBITOR BENEFITS

All exhibitor benefits are outlined on the previous page and will be provided to exhibitors at no additional charge. Exhibitors have until December 31, 2018 to take advantage of year-round benefits. No credits will be issued for benefits not utilized. NAON will make every effort to help exhibitors utilize all benefits as outlined in the package.

For those exhibitors that receive the Pre-Event/Post-Event Mailing and Email List, exhibitors understand that all information concerning this list is confidential information and agree to hold such information in strict confidence and agree not to provide, reproduce, sell, USE MORE THAN ONCE, store, disclose or otherwise make available such information by any third party.

*NOTE: The Joint Connection will be carpeted. Exhibitors are not required to carpet their exhibit space.

5. SPACE CONSTRUCTION RULES & REGULATIONS

Exhibitors must abide by all of the facility rules and regulations of the Albuquerque Convention Center. A detailed list of all the Albuquerque Convention Center rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in "Guidelines for Display Rules and Regulations" (2014 Update) apply.

To obtain these rules and regulations prior to February 2018, please contact NAON's Tradeshow Manager at exhibit@orthonurse.org. The Albuquerque Convention Center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

6. EXHIBITOR SERVICES MANUAL & SHIPPING INSTRUCTIONS

An official general service contractor (GSC) for the 38th Annual Congress will be in charge of show production. NAON will make arrangements on behalf of all exhibitors with GSC to receive and deliver exhibits directly to the exhibit area. The Exhibitor Services Manual is made available 90 days prior to the show opening.

7. EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE

Exhibitor remains solely responsible for the safety of its personnel and property at all times during transit to and from The Joint Connection and within The Joint Connection. Show Management is not responsible for the exhibitor's personnel and/or property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIMS OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF INJURY, ANY DAMAGE OR LOSS OF ANY OF ITS PERSONNEL OR PROPERTY.

Exhibitor agrees that it will indemnify, defend and hold Show Management harmless against all claims on account of injury to any person to the extent that any such injury was caused wholly or in part by any act or omission of exhibitor or any agents, employees, contractors, guests, licensees or invitees. The terms of this provision shall survive the termination or expiration of this Application and Contract.

This indemnification of Show Management by exhibitor is effective unless such injury was caused by the sole negligence or gross negligence or willful misconduct of Show Management. If Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF LITIGATION. NAON recommends that exhibitor obtain its own insurance at its expense for loss or damage to property or injury to persons, and cover its obligation under this paragraph 7.

IN NO EVENT SHALL THE EXHIBIT FACILITY, NAON, AND THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "NAON PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND AGREEMENT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND AGREEMENT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE NAON PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT THE NAON PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE NAON PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY NAON PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS APPLICATION AND EXHIBIT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

8. CARE OF BUILDING

Exhibitor is liable for any damage caused by fastening displays or fixtures to the building floors, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not use paint, lacquer, adhesives or any other coating on the building columns, floors or standard booth equipment.

9. HOSPITALITIES

When there is no other official NAON planned activity, companies may use their discretion in offering hospitality functions for registered NAON attendees. At NO time may hospitalities be offered during Congress session hours, the NAON Annual Congress Party or other official Congress functions designated by NAON. NAON will have control of assignment of all suites and meeting space contracted at the Albuquerque Convention Center and official hotels and will release space to exhibitors on a first-come, first-served basis. An exhibitor sponsored hospitality form (found in the Exhibitor Services Manual) is required to be completed for all exhibitor hospitalities and the function must be pre-approved by NAON.

UNDER NO CIRCUMSTANCES WILL FIRMS NEITHER EXHIBITING, NOR MAKING GROSS CONTRIBUTIONS EQUAL TO THE AVERAGE SPACE FEE, BE PERMITTED TO SPONSOR NAON-RELATED ACTIVITIES DURING CONGRESS.

10. HANDOUTS/GIVEAWAYS/SELLING/PRODUCT DEMONSTRATION

Exhibitors who distribute items to participants are expected to adhere to the professional environment of The Joint Connection. Items should be limited to those routinely produced for sale that can be used in professional setting or during Congress. All educational materials that offer nursing continuing education credit must have approval of the NAON Education Division.

Items considered appropriate for distribution are educational materials, bags, pens, pencils, luggage tags, calendars, note pads, mugs and key chains. Balloons, noisemakers and tobacco products are prohibited as well as other items at the discretion of NAON Show Management. NAON and the Exhibitor agree that the purpose of the Exhibition is exclusively for the education of persons attending the Conference, and will conduct themselves accordingly. Selling is allowed on the show

floor however, exhibitors are required by state laws to be solely responsible for the collection and remittance of any sales or other taxes imposed on them.

If models are utilized for product demonstration, their conduct and manner must adhere to the professional environment of The Joint Connection. Gimmicks such as clowns, mimes, jugglers, cartoon characters, etc. may not be used in product or booth demonstrations.

11. EXHIBITOR REGISTRATION

Advance exhibitor registration is provided to all exhibitors. All exhibitors are required to register. The number of complimentary badges your company receives is outlined on the previous page. Additional Joint Connection only badges are \$100 each. Exhibitors may pick up their badge onsite at the registration counter. "No Show" badges are non-refundable. Admission to The Joint Connection is by badge only.

12. SPECIAL REGULATIONS

MINIMUM AGE FOR ADMISSION – Children under the age of 18 are not permitted in The Joint Connection at any time.

NO SMOKING POLICY – NAON's policy is No Smoking. Therefore, smoking is not allowed within The Joint Connection at any time including installation and dismantle. All exhibitors are required to obey local fire ordinances.

AMERICANS WITH DISABILITIES ACT – Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at www.usdoj.gov/crt/ada/infoline.htm.

AUDIO-VISUALS – Audiovisual presentations must be arranged so that aisles are not blocked.

COURTESY – The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor's space. Exhibitors may not enter another exhibitor's space or photograph/investigate another exhibitor's products at any time without the express permission of that exhibitor.

CANVASSING – Canvassing outside the exhibitor space is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor's space.

CONDUCT – Unethical or unprofessional conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor or both to dismissal from The Joint Connection. In this event, it is agreed no refund shall be made by NAON.

MUSIC – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music within the exhibit space or hospitality functions. Music has to be kept at a level so as not to disturb or interfere with the other exhibitors.

HOTEL ACCOMMODATIONS – Information regarding hotel accommodations will be included in the Exhibitor Services Manual under the General Information tab. Exhibitors are responsible for making their own hotel reservations.

INTERPRETATION – The rules and regulations outlined are to be construed as part of the Application & Contract for Exhibit Space. NAON reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

PHOTOGRAPHS AND RECORDINGS – Registration and attendance at or participation in the Exhibition, or NAON meetings and other activities constitutes an agreement by the Exhibitor on behalf of its employees, agents and contractors to NAON's use and distribution (both now and in the future) of the image or voice of Exhibitor, its employees, agents and contractors in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

PRODUCT LOGO VS. COMPANY LOGO – Because NAON is a 501(c) 6 organization, certain Tax Code Regulations must be followed to remain within the qualified sponsorship payment safe harbor. Following are NAON's guidelines for the use of product logos:

- A product logo can be placed on a non-educational sponsored item as sponsorship recognition.
- A product logo cannot be used for general recognition (overall Congress banners, Web page, publications, etc.). For general sponsor recognition, a company logo is required.
- The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.

LOGO REQUIREMENT AND USE – If sponsoring, to ensure that your company receives the highest quality logo recognition, NAON must receive your logo in a Vector-based .eps format, as well as in a high resolution .jpg format. Logo size will be based on the following criteria:

- The level of sponsorship (this will determine size of logo in relation to other logos on general sponsorship signage).
- Sponsored item (NAON Show Management will determine the appropriate size for item).

NAON RESERVES THE RIGHT TO EXPEL AND EJECT ANY EXHIBITOR AND "BAR IT FROM FUTURE PARTICIPATION" FOR CONDUCT DETRIMENTAL TO CONGRESS, IN NAON'S SOLE JUDGMENT, WHOSE DECISION SHALL BE BINDING UPON THE EXHIBITOR. LIKEWISE, NAON SHALL HAVE THE RIGHT TO LEVY FINES AGAINST EXHIBITORS WHO VIOLATE THE ABOVE RULES & REGULATIONS IN A MONETARY SUM UP TO \$2,500 AND RESERVES THE RIGHT TO EJECT THE EXHIBITOR IN ADDITION TO THE ASSESSMENT OF THE FINE.